
DIVISIONAL WORLD SERIES TOURNAMENT

MARKETING & COMMUNICATIONS PLAYBOOK

TABLE OF CONTENTS

MARKETING.....	2
Official Sponsorship / Fundraising Considerations	2
New Business Idea List	4
Signage	5
GameChanger (by DICK’S Sporting Goods).....	5
Uniform and Equipment Distribution	5
Trademark Usage	7
Concessions	8
Retail / Souvenirs.....	8
Shipping and Deliveries	8
COMMUNICATIONS.....	9
Television Coverage / Digital	9
Form Release and Waiver (formerly known as model release)	9
Questionnaires	9
Photography	9
Media Relations	10
Social Media	10
Website	11
Filming Guidelines	11
Television & Video Crew Restrictions at Regional and World Series Tournaments.....	12
Parents Information	13
ADDITIONAL MARKETING & COMMUNICATION NEEDS FROM YOUR EVENT	13
CONTACT INFORMATION.....	14

MARKETING

Little League® International understands that sponsorship and fundraising are crucial to the success of each Little League Divisional World Series tournament.

Currently, Little League International supports the following:

- Housing/Lodging Costs/Travel
- Uniforms, other Team Apparel and Player Cleats/ Coaches Footwear (adidas)
- Caps/Visors/Headbands (New Era Cap)
- Balls (A.D. STARR)
- Sideline Sports Drink Product and Associated Equipment (Gatorade)
- Souvenir Product (adidas, New Era and Little League International approved licensees and vendors)
- Other Donation & Support: Limited Equipment Donations – other sponsors (Easton)

In order to help organize and track information and updates surrounding your events, Little League Marketing and Communications will use a combination of live Microsoft Office suite documents and an online Divisional World Series Portal, where additional files, documents, etc. will be uploaded for your review and use. More information about use of the Portal will be shared with you separately.

A live Word document will be posted on your Information Center site in early Spring and will include running updates on sponsor activations, signage layouts, etc. A separate, live Excel document will be shared with you in April that is to be used specifically for tracking items shipped to you including uniforms, equipment, signage, etc. **It is crucial that items received are inventoried and reported on this document as quickly as possible.** More details on these tracking requirements are detailed in the sections below.

Official Sponsorship / Fundraising Considerations

As Little League continues to focus on marketing the program year-round, the need to appear unified from a tournament perspective is paramount. Our relationship with ESPN continues to provide us with valuable exposure. Sponsor relationships also continue to grow and develop, with increased interest from Official Sponsors to be involved in all our World Series events. In the mind of a sponsor, the entire Little League World Series, including Regional and Divisional events, are all valuable parts of the Little League experience.

As part of your efforts to raise funds to support your tournament, Little League will provide a donation commitment to each tournament to offset expenses. Unless otherwise indicated, this donation of \$20,000 will be used to protect the rights and categories of current Official Sponsors.

Official sponsors should be viewed as sponsors and supporters of your event. Therefore, you should NOT include any local sponsors in competing categories at your event.

We encourage you to refer to the sponsor document: **Official Sponsors Designations and Exclusivities** which outlines our most current Official Sponsors and their categories and exclusivities.

We are always seeking new sponsors as relationships change over time. Sponsorship sales are currently handled by Major League Baseball (MLB) and we foresee new sponsors being added over time to further benefit Little League both locally and internationally. As these changes occur, we will provide a new document to reference as you consider which local organizations to reach out to for support of your tournament.

If you haven't already, please take a moment to familiarize yourself with our Official Sponsors, their products and the exclusivities they are afforded. Exclusivity means that there should be no other sponsor present at your event in their category. As you begin planning for your event, please make every effort to utilize their products or services wherever possible. When making purchasing decisions, please refer to the list below and refrain from using competing products.

As a reminder, we also ask that there are **no conflicting program advertisers in categories** occupied by our Official Sponsors.

In recent years, we've asked you to support our efforts with Official Sponsors by displaying signage, including their advertisements in your tournament programs, selling their product at concessions and allowing them to have a display and/or activation area on-site at the tournament.

Sponsor	Category	Examples of Competing Brands NOT permitted – including but not limited to
adidas	Uniform / Cleats / Coaches Footwear	Nike, Under Armor, New Balance, Puma, Champion, Wilson, Rawlings, etc.
A.D. STARR	Ball	Rawlings, Spalding, Dudley, Wilson
Ball Park Buns & Rolls	Hot Dog and Hamburger Bun (bun only)	Pepperidge Farm, Martins, Arnolds, Wonder, Natures Own, Kings Hawaiian
Capital One	Banking, Credit Cards	Visa, Mastercard, Bank of America, Wells Fargo, Citibank, Citizens Bank, USAA <i>**This includes local and regional banks</i>
DICK'S Sporting Goods / GameChanger	Sporting Goods Retail, Official Scorekeeping, Team Management	Academy Sports, Bass Pro, Fanatics, Big 5, Cabela's, Dunhams, Hibbett Sports, Modell's, Gander Mountain, Sports Chalet, Target, Amazon
Easton	Team Equipment including Bats, Catcher's Gear, Fielding Gloves, Batting Gloves	Wilson, Rawlings, Spalding, Dudley, All-Star, Mizuno, Evoshield, Louisville Slugger, Damari, Franklin, Worth
Gatorade	Sports Performance Beverage	Powerade, Dasani, Sprite, Vitamin Water, Arizona, Coca-Cola products, juices, teas
Lance Sandwich Crackers (Campbell's Snacks)	Snacks (chips, popcorn, nuts, cookies, pretzels, Goldfish, etc.) *Note: Sunflower seeds should not be present at any tournaments	Nabisco, Frito-Lay, General Mills, Kellogg, Nestle, Unilever, Hershey, Mars, Utz
Major League Baseball	PLAY BALL	Sentry Sports Lighting, Qualite Sports Lighting
Musco Lighting	Sports Lighting System	
New Era Cap	Headwear	Nike, UA, adidas, Richardson, Zephyr, Pacific, '47 brand
Spectrum Solutions	COVID-19 Testing	
T-Mobile	Mobile / Wireless / Telecommunications	AT&T, Verizon, Comcast, Cricket
Topps	Trading Card	Upper Deck, Panini

In the past, we have discussed specific situations where your tournament may have been approached by the sponsor's national office of a company or business entity that Little League International may have been in conversations with regarding an Official Sponsorship. Confusion arises when a company is reviewing an Official Sponsorship and then receives a tournament specific sponsorship package that is a fraction of the price. **Therefore, we ask that you provide a preliminary list (including those partnerships from 2019 – 2021) by May 1, 2022, and a complete list of businesses or companies that you are targeting for sponsorship donations by June 1, 2022.** This is to ensure there are no conflicts with our sponsorship sales efforts within your local list of businesses or companies. **Please also indicate if any of the businesses or companies you are working with will have signage commitments.**

At any time, you can reach out to us at marketing@LittleLeague.org if you have a question about a potential local sponsor to ensure it doesn't conflict with any Official Sponsor.

Please send your prospective sponsorship list via email to marketing@LittleLeague.org, and please update us as new sponsors begin to show interest in investing in your event.

Please note, Canon, Chick-fil-A, Cigna, and Honda have discontinued their sponsorships. Even though some categories have been removed, some new sponsors are currently being sought (e.g. auto, restaurant).

New Business Idea List

To minimize potential conflict, local businesses and organizations that do not compete with our Official Sponsors are alternative resources to reach out to with a sponsorship package opportunity for your event.

Below is an "Idea List" of businesses and organizations to potentially contact for sponsorships or donations:

1. Chamber of commerce/visitor's center/tourism boards, Sports Commissions
2. Professional Sports Teams
3. Colleges including sports teams or admissions
4. Local Foundations
5. Service providers: plumbers/electricians, heating/oil, HVAC, pest control, exterminator
6. Lumber companies, professional painting services, paint supply stores
7. Physicians, sports therapy, orthopedics, chiropractic
8. Utilities – electric, natural gas
9. Gyms/health clubs
10. Truck rental services or moving companies – Penske, U-Haul, Ryder
11. Cleaners – house cleaning, professional cleaning services
12. Real estate brokers, management companies (large office buildings)
13. Attorney/law offices
14. Bus companies
15. Limousine services
16. Equipment and supply, generator rentals, mechanical services, large rental companies (not lighting rentals due to **Musco Lighting**), tent rentals, party supplies
17. Hardware stores
18. Home builders
19. Carpet, flooring sales
20. Paving and excavating services
21. Veterinarians, pet grooming/boarding services
22. Roofing/repairs
23. Security services - home/business
24. Sign companies
25. Childcare/day care services/tutoring/education
26. Movers, storage rental units
27. Furniture stores
28. Bus/train/rail companies
29. Tire and auto care centers, auto glass repair
30. Antique dealers
31. Civic organizations – Rotary, Lions, Kiwanis, Eagles, etc.
32. Screen printers, publishers, printers, local marketing agencies, promotional items
33. Shipping locations – UPS, FedEx Kinkos, packaging companies
34. Flower shop/floral services/floral delivery service
35. Musical instruments, lessons, sound equipment
36. Travel agencies
37. Gas stations
38. Local recreational facilities, parks, campgrounds, fairgrounds
39. Garbage pick-up, waste management
40. Landscaping services, lawn care
41. Fire Department, Police Department, EMS
42. Novelties – card shops, collectibles, gifts (Hallmark), jewelers
43. Tourist destinations – Hall of Fame, museums, concert halls/venues, sports complexes, family attractions
44. Grocery stores

Signage

In support of each Divisional World Series event, Little League will provide various pieces of signage to dress your facility including outfield fence banners and video / filming posters. In the *Signage* portion of your *Information Questionnaire*, you have noted which signs you will need replaced prior to your event – we will send new banners per your requests listed there. Please note that new outfield fence banners will be provided for any new Official Sponsors.

We ask that you please place Official Partner banners **exactly as instructed, per the layout provided by LL Marketing**. We will leave space on the wings for any local partners. Please share any concerns with Little League Marketing. We would prefer local banners not be intermixed with Official Sponsorship banners in the lineup. A layout will be provided to help aid you with banner placement.

GameChanger (by DICK'S Sporting Goods)

GameChanger is the Official Scorekeeping App for the Little League World Series. For the past 11 years, GameChanger has provided powerful, free scorekeeping tools, advanced statistics, live updates, and team management solutions for Little League Baseball and Softball teams. With GameChanger, you can calculate stats, generate a scorebook, and provide live play-by-play and field animations to parents and fans. Little League will provide assets, information and any other updates/support needed per your notes in the *GameChanger* portion of your *Information Questionnaire*.

Uniform and Equipment Distribution

As our partners at adidas, Easton, and New Era Cap continue to elevate the experience of players and coaches at all LLWS tournaments, our goal is to provide them, and our own internal teams, with as much data as possible on quantities and sizes of products used at the tournaments.

You will receive more detailed information on tracking and reporting requirements from Little League Marketing, but the below provides a high-level overview of expectations for the 2022 LLWS Tournaments. **We understand this is new and different from what has been required in the past, but it is absolutely essential that these requirements are followed.** The information concerning uniform and other product from adidas in particular is of vital importance for adidas and Little League – both for initial tracking of inventory as it arrives and in regard to product distributed to players and coaches. This information is essential when making purchasing decisions in future years.

Inventory Received Tracking – Pre-Tournament

- You will receive a link to a *live* Microsoft Excel document with details on items ordered for your tournament
 - o Little League Marketing/Purchasing will be responsible for inputting **order quantities**, for Divisional WS Tournament Committee/Director to track against
 - o There will be a separate tab for each of the following items (as applicable)
 - Player Jerseys
 - Player Jacket/Outerwear
 - Player Base layers
 - Player Pants
 - Player Belts
 - Player Socks
 - Player Wristbands
 - Player Cleats
 - Caps
 - Coaches' Polos
 - Coaches' Jackets/Outerwear
 - Coaches' Footwears

- adidas uniform items will be grouped by team, size, and/or color for each team – this will also assist with planning distribution
 - If multiple teams use the same colors (e.g. multiple teams with orange socks) this will be noted on the sheet
- **Each Divisional WS Tournament Committee/Director is expected to continually track and report all incoming shipments as they arrive at your facility**
 - Little League Marketing/Purchasing will work with adidas to provide as detailed tracking information as possible, however, it is likely shipments will arrive sporadically over the course of several weeks
 - It is essential that Divisional WS Tournament Committee/Director update the live tracker and input any rec'd items within two weeks of their delivery This will ensure that any missing items/shortages are tracked in real time
- Updates will be shared continually with the adidas team

Tracking Uniform Items Distributed to Players & Coaches

- In addition to tracking pre-tournament deliveries, it is of equal importance to accurately track **all items that are distributed to the players and coaches**
- This information is of vital importance to Little League and adidas, as it will help track year to year sizing trends and allow our teams to make informed ordering decisions
- *Each Divisional WS Tournament Committee/Director will receive an additional live Excel document that should be used to track items distributed
 - We strongly recommend that you designate 1 – 2 volunteers to “check out” players as they leave the distribution area and track the products and sizing each player has taken as they leave
 - We also request that all information is tracked directly into a laptop computer, rather than by hand – as this will ensure there is minimal chance for lost information or incorrect entering of information
- The live document will include the following details
 - Region
 - State
 - League
 - First & Last Name
 - Sizes **requested** for
 - Cleats
 - Pants
 - Jersey
 - Open cells to input the following details for **actual sizes received**
 - Cleats
 - Pants
 - Jersey
 - Jersey Number
 - Cap
- It will be the responsibility of the Divisional WS Tournament Committee/Director and any assigned volunteers to collect information on products distributed
- Finally, the following items will NOT need to be tracked by the Divisional WS Tournament Committee/Director
 - Belts
 - Socks

Returns

- Some items, including but not limited to pants and cleats, **will need to be returned to adidas** after the tournament
 - A full detailed list of items to be returned will be provided to you ahead of distribution
- Adidas will provide shipping labels and arrange pick up by you will be responsible for packing and inventorying items to be returned
 - We strongly recommend you inventory items immediately following distribution
- Items must be shipped back to adidas **within 3 weeks** of the conclusion of your tournament

Trademark Usage

In June 2020, Little League® announced a new brand identity that included the launch of a newly designed logo, updated colors, and additional visual elements. As you are developing materials for this year's tournament, we ask that you utilize our registered trademark symbols as noted below.

Little League Baseball®, Incorporated has the exclusive right to use and allow others to use the trademarks and logos or any colorable simulation of the emblem. Chartered programs and sanctioned events are permitted to use the trademarks and logos in connection with authorized activities.

- Little League trademarks and logos should not be modified in any way or incorporated into another name or mark.
- Little League trademarks should not be provided to other businesses unless approved by Little League International and should not be used in any manner that suggests or implies Little League endorses another organization, company, product, service, political party or view, or religious belief.
- All uses of Little League trademarks and logos should incorporate the appropriate trademark designation symbol. Designs should include (® or TM) dependent upon the class the logo or word mark is registered. Little League Baseball, Incorporated maintains ownership and exclusive right to use the following registered trademarks:
 - Little League®
 - Little Leaguer®
 - Little League Baseball®
 - Little League® Baseball and Softball
 - Senior League Little League Baseball®
 - Little League Softball®
 - LLB®
 - LL®
 - Little League Challenger Division®
- Little League trademarks and logos should not be used by private and/or corporate businesses in the sale of products or advertising unless they are an Official Sponsor of Little League Baseball, Incorporated.

Little League does not permit the use of trademarks in conjunction with certain types of products or advertisements. These include but are not limited to:

- Alcohol, tobacco or firearms
- Electronic Cigarettes
- Energy drinks such as Red Bull or Monster
- Herpes relief products
- Casinos, gambling references
- Tourist advertising for areas (such as Las Vegas and Atlantic City) and/or hotels or establishments focused on casinos and gambling, even if there is no depiction of gambling in those spots.
- Websites featuring card playing, gambling and other mature themes, such as poker websites
- On-line dating services
- Sexual enhancement or sexual performance products (male or female)
- Contraceptive products
- Non-FDA-approved nutritional supplements
- Other youth organizations substantially engaged in organized youth sports (e.g., AYSO, Babe Ruth or Cal Ripken Baseball Leagues, Pop Warner Football, USSSA, AYSO, etc.)
- Movies rated R or above under current ratings guidelines
- Video games rated Mature or above under current ratings guidelines
- Movies rated PG-13, videogames rated E10+ or Teen, and unrated movies and video games
- Advertising and promotional messages containing sexual references and innuendos, references to drugs, alcohol, gambling and other mutually agreed upon material deemed inappropriate for children.

- Any current or future “recreational” drugs or controlled substances (e.g. marijuana, cannabidiol (CBD) oil, hemp plant derivatives or products) even if the marketplace permits such advertising.
- Advocacy Groups
- Gun manufacturers, firearms dealers and retailers, gun-related marketing or general violence-themed content
- Political advertisements, candidate campaigns or political messages of any sort

The trademark or World Series logo should be used ONLY in combination with your tournament/event name. The logo should only be given to specific vendors who are fulfilling services to support your event such as banner production, program printing, merchandise fulfillment, etc. **At no time should the use of our trademarks and logos be given to a business/organization to use in advertising or promotion.**

For items sourced from non-Little League Purchasing vendors, a record should be kept of vendors who receive the logo and for what use. It is Little League’s preference that such vendors also complete a Single Use Agreement stating their use of the logo. This helps control the distribution and use of such logos. Please contact licensing@LittleLeague.org for a copy of the Single Use Agreement. The tournament may “thank” tournament sponsors in programs, announcements or other relevant initiatives surrounding the event using the respective tournament logo.

Concessions

With respect to our Official Sponsors as it pertains to concession products (Ball Park Buns & Rolls, Gatorade, and Campbell’s Snacks) we can provide you with local contacts in order to source these products if you do not already. Please provide us with your existing product menu in the *Concessions* portion of your *Information Questionnaire* to allow us to best suit your needs.

Retail / Souvenirs

Little League purchasing and retail teams will continue to provide support to your tournament’s souvenir efforts. We will provide recommended products, designs and quantities based on our retail experience year-over-year. Our team has tremendous experience working with sourcing items for today’s families and we look forward to sharing that insight.

Starting in 2022, we will provide a more specific recommendation on products, designs and quantities. Our goal is to be efficient with our purchases and eliminate waste.

We also request that you follow our pricing model for all items, which will be consistent across all events. The Purchasing / Retail team will provide the retail pricing for your tournament purchases. No changes to these prices should be made.

We also ask that you **also** provide a post-event inventory of products so that we can assess sales and make further recommendations for future purchases for your event. Included in this process, we ask that you provide feedback on the products that sold well and those that didn’t. We will provide a post-event inventory / feedback document for you to complete.

As more visitors expect credit card friendly transactions, we ask that you let us know how you will be handling these needs. For 2022, should you need assistance with technology in order to process credit card transactions, please let us know. In the future, we may look to utilize our point-of-sale transaction technology at your events.

Shipping and Deliveries

Leading up to your event, we understand that many deliveries will need to be made to your mailing address and tournament facility. To avoid any confusion when it comes to the shipment of any support items, verify your preferred mailing AND shipping address in the *Shipping and Deliveries* portion of your *Information Questionnaire* and list any special shipping instructions including, but not limited to, delivery dates and timelines, delivery instructions, current inventory/storage capability and product review as well as any additional instructions. In order to accommodate the numerous amounts of shipments you receive; we suggest looking into contracting a location that can accept and store these deliveries.

COMMUNICATIONS

Television Coverage / Digital

ESPN and its family of networks make a tremendous commitment to Little League each year as they air hundreds of games from all over the country. We view the exposure as an opportunity to tell the Little League story to millions of viewers, which helps to keep the program top-of-mind among today's families. July and August provide us with a marketing vehicle to promote participation and registration in the soon-to-follow fall months when local leagues are organizing for the season. In 2022, ESPN anticipates broadcasting a total of 341 games, adding a wide-array of softball games and all games leading into the Championship Game for all Divisional World Series, with 246 being aired exclusively through their ESPN+ digital platform

As our relationship with ESPN evolves, we've invested in the opportunity to showcase our televised events using video highlights on LittleLeague.org and Little League social media channels. The highlights are posted in-game and a post-game recap is also shared within a few hours of the game's conclusion.

Please note that neither Little League nor ESPN can provide DVDs or any copies of the games

Form Release and Waiver (formerly known as model release)

All teams advancing to the World Series are asked to submit a Form Release and Waiver, giving permission that their image may be used by ESPN and Little League International. For the 2022 World Series, these releases will be collected digitally and organized centrally by Little League International. Details on how this process will work through the new electronic Player / Parent Portal, including information on how to share this Form Release and Waiver, will be communicated with the Tournament Director and their staff closer to the event date.

Should a player, manager/coach, umpire, or otherwise affiliated person deny Little League the ability to utilize their image, please contact Brian McClintock, Little League Senior Communications Executive, immediately by emailing bmcclintock@LittleLeague.org. A list of all players, coaches, umpires or otherwise affiliated persons who ask for their images not to be used will be stored on Little League's servers or other comparable storage devices (i.e. flash drive) in perpetuity.

Questionnaires

Player and Manager/Coach questionnaires are extremely important to us, as both ESPN and Little League look to tell unique stories about the players, volunteers, and communities involved with your event. Collecting this information and distributing it to all necessary parties as soon as possible is very important. Again in 2022, this process will be completed digitally with support from Little League International. The process to gather these questionnaires will be provided to you closer to the event with detailed instructions that can be provided to your teams as they win their way to your tournament.

Photography

Photos of your tournament are extremely important, not just for you and your promotion locally, but for Little League International as we look for ways to show the breadth of our program and celebrate your tournaments and champions. For the 2022 World Series, a new digital system will be utilized for gathering and distributing photos for your event. More information about this system will be distributed to the Tournament Director closer to the event date.

Tournament Directors are asked to send information about the individual photographers that will be covering the event, including their name, organization, contact information, and any contracts and/or agreements that have been signed to Brian McClintock, Little League Senior Communications Executive (bmcclintock@LittleLeague.org) to help coordinate the photo gathering and sharing process.

Championship Banner Photo: It is imperative to capture a posed photo of your Champion holding the Championship Banner. This photo should be taken and immediately emailed to wsmmedia@LittleLeague.org, **as soon as possible**, after your Championship Game. This allows our communications team to quickly celebrate this championship through our digital media efforts. This photo can be taken with a smartphone, using the phone's highest capabilities. High-quality championship banner photos are used throughout our communications efforts and should be taken annually. Please shoot photos in a landscape orientation (horizontal) and be careful not to cut off the heads or feet of the participants. When emailing the photo, please choose "Actual Size" if prompted to ensure the photo sent is the highest resolution possible.

Media Relations

As one of the premier events in the world, a variety of different media outlets will be covering your event. For those members of the media that will be covering your event on-site, we encourage you to provide a list of media guidelines and regulations to ensure all rules are followed throughout the event. Little League International is also reviewing the media credential application process, and how that will apply to all World Series events. More information will be shared with Tournament Directors closer to the start of the tournament. As each event will have to tailor their media guidelines based on their facilities, we encourage you to review the guidelines that are outlined for the Little League Baseball World Series (found at LittleLeague.org/WSMedia) and utilize them as a foundation for your event's media guidelines. Kevin Fountain, Little League Senior Director of Communications, is more than happy to assist in establishing and/or reviewing media guidelines for your specific event (kfountain@LittleLeague.org).

Among those guidelines should absolutely include:

- **Player Interview Requests:** Members of the media wishing to conduct one-on-one interviews with players must first obtain the consent of the team manager or coach, who must be present throughout the interview. At any time that a player is being interviewed, a parent/coach/manager/or staff member must be present at all times.
- **Photo Solicitation:** Solicitations/sales of World Series photographs of any kind by photographers or their agents on or off Little League property is prohibited, unless approved in writing by Little League International and for editorial purposes only. At no time are credentialed photographers or their agents permitted to offer, provide, or present any "courtesy" photos of World Series game action or related World Series events. Such actions are grounds for revocation of media credentials.
- **Photo Usage:** Photos and logos may be used for editorial purposes for coverage pertaining to Little League International and/or the Little League World Series. They should not be transformed, distributed, or resold in any way and may never be used for promotional, commercial, and/or personal purposes.
- **Crisis Communications:** In the event that a major issue arises at your tournament, which is receiving additional attention outside of game coverage, please forward all inquiries to media@LittleLeague.org so that Kevin Fountain (kfountain@LittleLeague.org; 570-295-7728) and/or Brian McClintock (bmcclintock@LittleLeague.org; 570-772-2431) may assist in handling those issues.
- **Story Ideas:** If any great story ideas come up throughout the tournament, we encourage you to share those, and any photos/videos, to wsmmedia@LittleLeague.org
- **Additional Questions:** Any inquiries regarding Little League rules, regulations, policies and principles, as well as specific inquiries regarding the Little League International Tournament, should be sent to wsmmedia@LittleLeague.org.

We request that you provide Kevin Fountain, Little League Senior Director of Communications, with the primary contact responsible for handling media credentialing and media relations for your event by emailing kfountain@LittleLeague.org.

Social Media

When using your specific social media pages to promote your tournament, we ask that you keep the following considerations in mind when determining content before, during, and after the event:

- The official hashtag for all Little League International Tournaments is #LLWS, and we encourage you to use this hashtag in all posts. Tagging @LittleLeague on Facebook, Twitter, and Instagram is a great way for your content to get noticed by our team. Please note that as we celebrate 75 years of the Little League World Series, we will also be utilizing #LLWS75.
- Social media posts should highlight family-focused, child-centric ideals/activities, and be related directly to your tournament. Posts must avoid off-color and inappropriate topics, including foul or indecent language.
- When involving Little Leaguers, posts should also attempt to highlight the team's effort rather than that of a single, specific player.
- Use the Little League Style Guide as a reference for proper use of registration and trademarks.
- Players, coaches, and umpires in photos must be equipped to Little League safety standards, with images displaying game action that is in full compliance of Little League's rules and regulations. Full guidelines for depicting Little League in advertising can be found at www.LittleLeague.org/llersinthemedia.
- Posts should be engaging and should attempt to fit within the general Little League voice. Some examples are:
 - Quotes with pictures
 - Questions with pictures
 - Interesting photos with an associated link
 - Ask Little League fans their opinion
- Posting of game action footage from televised games of the Little League World Series is strictly prohibited and is in violation of our agreement with ESPN. If you are interested in pursuing use of game footage, contact ESPN to discuss arrangements. For clarity, you are free to share posts from official @LittleLeague accounts that may feature your World Series.
- Little League will house highlights from all televised games at LittleLeague.org/Videos. You are encouraged to share highlights and links from this site.
- Local sponsors are welcome to like, share, and otherwise engage with posts from your specific tournament and Little League handles. Game highlights, photos, written content, schedule updates, and other information may all be posted from the LL accounts and available for sharing at your discretion.
- No content from posts should be repurposed or appear as native posts in local sponsor feeds.
- Messages should be supportive of the players, coaches, umpires, and volunteers.
- Post should avoid offers or promotions in connection with the event or LL Intellectual Property.
- Wishes of good luck, celebration, references to the local community as home of your specific tournament, or other references to the facility are permitted.

In the *Communications* portion of the *Information Questionnaire*, we requested that you provide us with the primary contact responsible for handling your social media accounts as well as the log-in credentials and handles or account names for each of your pages. If any of these change or are updated after February 2022, please let us know as soon as possible.

Website

Websites continue to be the most important tool in communications efforts of your tournaments. Again, this year, all of the World Series websites are hosted by Little League International on LittleLeague.org and feature tournament information, schedules, news, video highlights, and more. Tournament Directors will have the ability to edit and update their tournament's website, and Little League International's staff is available for support and training to assist. More information on how to access, edit, and update your event's website will be communicated to you from Little League International closer to your event. Additional training on the website is also available for those who are interested.

Filming Guidelines

For your fans: As all games are televised by ESPN, it is **prohibited** for anyone, including fans, to capture video of game action. We ask Tournament Directors to utilize the signage provided, and to ask PA announcers and/or ushers to monitor and kindly ask fans **not to capture** video during these televised games, or if instructed by Little League International.

For the media: Television and video crews are welcome to cover your World Series Tournaments, however, it must be understood that Little League (and ESPN) has the right to restrict or prohibit any camera crews from operating at any game-related activity. Restrictions and guidelines on what are permitted can be found below.

During any game, under no circumstances, will microphones be permitted to be attached to any manager, coach, or umpire, except by ESPN. **Please note:** Cameras/crews must cease operating and vacate any area immediately upon request by a Little League Tournament official or a member of ESPN. All media must be credentialed.

Television & Video Crew Restrictions at Regional and World Series Tournaments

ESPN Broadcast Games

B-Roll footage may be obtained, subject to Little League approval and adherence to the following guidelines:

- The B-Roll footage may not be televised until after the game is completed.
 - After the conclusion of ESPN or ABC's live coverage of each game, you may, for news purposes only, televise excerpts of the event, to a maximum of two (2) minutes of 2022 Little League World Series highlights per day, in the aggregate.
 - Limited to five (5) minutes of filming per game. When the five (5) minutes is completed, the camera must be turned off and moved to another location at least 50 feet away. **NOTE:** While it is permitted to film five minutes, only two minutes of footage may be used, as outlined below.
 - Such uses are limited to regularly scheduled; bona fide news programs distributed within the first 48 hours after the conclusion of each telecast solely as part of
 - A linear television network or station distributed via over-the-air terrestrial broadcast, cable television, and/or direct broadcast satellite and
 - Within the simulcast of the applicable programming as part of that television network or station distributed, on an authenticated basis, via any audio/video means or medium now known or hereafter devised.
 - Other than as part of such live simulcasts, any use of excerpts during the news-access window on the Internet or other online service, wireless device/service or interactive multimedia distribution transmission, is strictly prohibited.
 - Excerpts may only include highlight footage of the games, not interviews, features, or audio material (including voices of on-air talent) and must be recorded off-air.
 - ESPN and ABC's graphics, network logo, or scoreboard included in the off-air highlights may not be blocked or covered.
 - You must provide appropriate audio and video courtesy credit to ESPN or ABC, as applicable, on any program so using event highlights.
- Segment may not be sponsored by any commercial entity.
- Must not restrict the view of spectators.
- Must not utilize facilities reserved for use by ESPN (i.e. camera stands).
- No video footage may be obtained from inside the stadium seating areas.
- Must not interfere with any ESPN camera crews, including hand-held camera crews (Interference includes being visible by ESPN in any location in which ESPN cameras are/likely to be operating).
- Must not be used to record any game in its entirety.

Brief, live reports are permitted, subject to Little League approval and adherence to the following guidelines:

- No reports are permitted on the action taking place, except a brief update on the score or previous action that has already occurred.
- The camera must be located at a minimum of 50 feet from the playing field.
- The reporter must be in the shot at all times.
- No more than four (4) live reports are permitted during one game.
- Each report must be one (1) minutes or less.
- Camera lights may not be used where they may be visible by players on the field (this applies to both day and night games).

Parents Information

Ensuring that parents have an enjoyable experience is essential to a successful tournament.

Little League International will be working directly with all tournament directors to update your parents' information packets to provide information and tools available for parents to help them better understand our tournaments, fundraising information, and how to support their teams and players. This information will also be available through your tournament webpages, mobile applications, and will be shared with tournament directors.

Please encourage your teams' parents to conduct themselves with the same level of sportsmanship that we expect from our players, coaches, managers, and umpires. It's also a good idea to encourage parents to be positive and supportive on their personal social media accounts, as well, and to bring any questions or misunderstandings to your attention, or to someone on your tournament staff.

ADDITIONAL MARKETING & COMMUNICATION NEEDS FROM YOUR EVENT

As in past years, we will be contacting you for the following as the tournament approaches:

Urgent:

- **If you have not already done so, please complete your *Information Questionnaire* as soon as possible**
 - Please share any updates or amendments with us as needed
- Gatorade product and equipment needs (complete 2022 order form)
- Manager's Tournament Booklet
- Local partner Information

Post-Event:

- **** Sizing information collected during uniform and equipment distribution should be collected as product is distributed to players and tracked in the live document, meaning all information **should be collected prior to the start of tournament play**. We understand that some sizing may be swapped or players may arrive late, so we ask that your final document of tracked sizes is returned to marketing@littleleague.org by **9/9****
- Certain items from adidas must be returned to adidas. This will require that the leftover product is inventoried and boxed. Adidas will provide shipping labels and arrange pick ups.
 - By 9/9, please report **the number of items and the number of boxes** to marketing@littleleague.org
 - We **strongly** encourage you to complete the inventory of the leftovers immediately following distribution, when volunteers are still on hand
- Program samples and distribution information (1 all inclusive) to marketing@littleleague.org by **9/9**
- Relevant concessions considerations and sales data (e.g., Ball Park, Gatorade, Campbell's Snacks, etc.) to marketing@littleleague.org by **9/9**
- Attendance counts by day to marketing@littleleague.org by **9/9**
- Photographs
 - Please utilize the shot list outlined in your contract for preferred images.
 - If you have any questions, we can send/provide the list
 - Please upload all photos to **Photoshelter** by **9/9**
 - Championship banner photos should be sent **immediately** to WSmedia@LittleLeague.org
- Confirmation of deliveries during tournament to marketing@littleleague.org upon receipt
- Please complete the 2022 Gatorade Post Tournament Inventory Form and send to marketing@littleleague.org by **9/9**
- Postliminary list from 2022 of businesses or companies that you targeted for Sponsorship donations to marketing@littleleague.org by **9/9**

CONTACT INFORMATION

Should you find yourself needing additional clarity, have a question or a unique discussion you would like to discuss, please do not hesitate to contact us:

Little League Office Phone: (570) 326-1921

Department:	Email:	Ext:	Cell:
<i>Marketing</i>	marketing@LittleLeague.org		
Liz DiLullo Brown	ebrown@LittleLeague.org	x 2262	(570) 974-8350
Kevin Feinberg	kfeinberg@LittleLeague.org	x 2330	(301) 305-3775
Grace Christenson	gchristenson@LittleLeague.org	x 2301	(619) 709-0339
Michael Jacobs	mjacobs@LittleLeague.org	x 2360	(570) 540-8341
Mikayla Arnold	marnold@LittleLeague.org	x 2303	(570) 772-2428
<i>Communications</i>	wsmedia@LittleLeague.org		
Brian McClintock	bmclintock@LittleLeague.org	x 2252	(570) 772-2431
Kevin Fountain	kfountain@LittleLeague.org	x 2325	(570) 295-7728
Dallas Miller	dmiller@LittleLeague.org	x 2331	(570) 217-1007
Mike Weslosky	mweslosky@LittleLeague.org	x 2273	(570) 367-3200